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PHOTO SERIES NO. 19

**U. S. Department of Agriculture
SALUTES THE CANNING INDUSTRY**

SEPTEMBER 1958

The U. S. Department of Agriculture saluted the Nation's canning industry in a ceremony staged in the patio of the Administration Building, in Washington, Tuesday morning, September 2.

The event helped launch an industry-sponsored, month-long, Nationwide observance of September as Canned Foods Month. Pictures were taken for USDA's Agricultural Marketing Service.



N-29107--Secretary of Agriculture Ezra Taft Benson extended the Department's salute to the canners. Edward E. Burns, president of the National Canners Association, responded for the industry. Secretary Benson cited the importance of the canning industry in expanding the farmer's markets, and in bringing to the consumer the diverse products of farm, field, and orchard.



N-29104--Other Department of Agriculture officials participating in the salute included Roy W. Lennartson, deputy administrator of the Agricultural Marketing Service, and S. R. Smith, director of the Fruit and Vegetable Division of AMS. Other representatives of the canning industry included Carlos Campbell, executive secretary of the National Canners Association, and M. A. Clevenger, executive secretary of the Canners League of California and national chairman of "September Canned Foods Month".

Magazines and newspapers may obtain glossy prints of any of these photographs from the Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Others may purchase prints (8 x 10) at \$1.00 each from the same address.

As part of the USDA salute to the canning industry, the Agricultural Marketing Service presented an exhibit in the patio of the Administration Building, opening August 18, and extending through September 9.

The exhibit makes the point that, from field to table, by linking farmer to consumer, the canning industry serves all America. The following pictures show stages of that exhibit; the legends are those which appear on the exhibits.



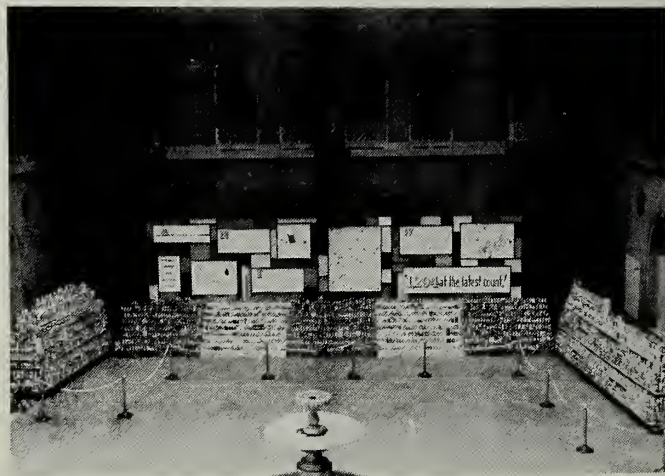
N-29037--By helping to lengthen the consuming season, and expanding outlets, the canning industry broadens the marketing opportunities for the farmer.



N-29035--From purchase of raw products to sale of processed products, USDA inspection services aid the canning industry to produce quality foods.



N-29036--In all the many ways Americans eat their meals . . . in the home, in food service establishments, school lunches . . . the great variety of canned foods helps Americans to eat better, more economically.



BN-6833--How many canned foods are there? This stage of the exhibit shows the impressive answer, "1,294 at the latest count", and shows samples of all 1,294 different items.